

LISTING OF CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-11 (previously cancelled)

12. (Currently Amended) An apparatus for self-checkout of non-bar coded items, comprising:

a processing unit, wherein the processing unit maintains a list of most frequently sold items, said list of most frequently sold items being a subset of a list of items available for sale; and

a Product Look Up (PLU) entry device having a Graphic User Interface (GUI), wherein the GUI provides display of a plurality of images corresponding to non-bar coded items and where at least one of the plurality of images is selected for display on the GUI based on the selected image's corresponding non-bar coded item being a member of the list of most frequently sold items, and wherein the entry device provides a user with means for selecting ones of the predetermined images of the non-bar coded items to indicate items for purchase by a user.

13. (Previously Amended) The apparatus of claim 12, wherein the processing unit maintains for each item a count of a number of units of items sold within a predetermined period of time.

14. (original) The apparatus of claim 12, wherein the processing unit updates the list of most frequently sold items as sales take place at checkout terminals.

15. (Previously Amended) The apparatus of claim 12, wherein the processing unit updates a displayed GUI screen showing frequently sold items when the list of most frequently sold items changes.

16. (Previously Amended) The apparatus of claim 12, wherein an image of a generic category of items is displayed on the GUI, and the displayed image of the generic category is selected by the user to view images of respective items in the generic category.

17. (Previously Amended) The apparatus of claim 12, wherein the GUI comprises a touch screen display.

18. (Previously Amended) The apparatus of claim 12, wherein the GUI is configured to display a graphic keypad.

19. (original) The apparatus of claim 12 further comprising a GUI editor, wherein the GUI editor is used to configure the GUI for non-bar coded items.

20. (original) The apparatus of claim 12 further comprising a PLU database,

wherein the PLU entry device supplies a PLU corresponding to the non-bar coded item selected by the user, and the processing unit receives and uses the PLU supplied by the PLU entry device to retrieve a price of the selected non-bar coded item from the PLU database.

21. (original) The apparatus of claim 12, wherein the PLU database also stores images of the plurality of items.

Claims 22 – 35 (Previously cancelled)